INTERNATIONAL DEMOGRAPHICS

CONSUMER ■ TRENDS ■ AND ■ MARKETS ■ ABROAD

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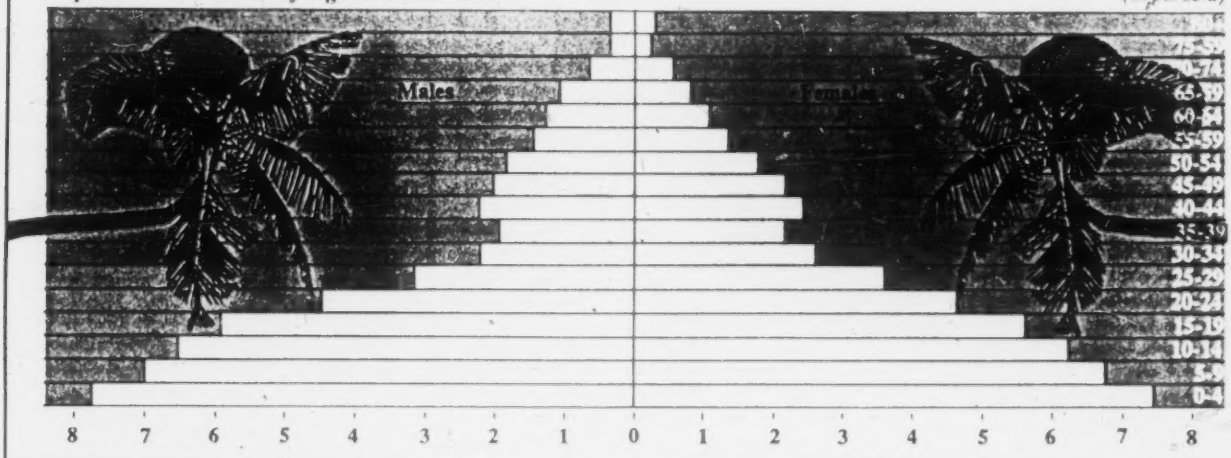
Population of Tunisia by Age and Sex: 1982 *(in percent)*



COUNTRY PROFILE

Republic of Tunisia

Fantastic mirages shimmer over the crystallized flats of Chott el Djerid. Lush, green oases sparsely dot the remaining barren land of the Sahara.

The desert makes up about half of Tunisia's 632,387 square miles. Slightly larger than the state of Georgia, Tunisia is located on the northernmost point of the African continent only 85 miles across the Mediterranean Sea from Sicily, bordered by Libya on the east and Algeria on the west. In addition to the Sahara, there are two other topographical regions. The Tell of northern Tunisia, considered the most important area, contains rich farmlands as well as the only river with water year round. The Steppe, a rock transitional zone, lies between the Tell and the Sahara.

After 75 years of French protectionism, Tunisia gained independence in 1956. In 1957, Tunisians voted to abolish the monarchy, created the Republic of Tunisia, and elected their first president. The 1959 constitution created three branches of government but granted the greatest power to the executive branch. It called for the election of the president to a five-year term with a maximum tenure of three successive terms. A subsequent amendment allowed the first president of the republic, Habib Bourguiba, to be elected president-for-life in 1974.

The unicameral legislative body, called the National Assembly, currently consists of 136 members, or deputies, who individually represent the nation as a whole rather than one area or state as in the United States.

Until recently, the only legal political party was the Destourian (Constitutional) Socialist Party (PSD). However, three opposition parties have been granted permission to organize--the Communist Party, the Social Democratic Movement,

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THIS MONTH: TUNISIA

and the Popular Unity Movement. Other opposition groups still await official permission to function.

REGIONS AND CITIES

Tunisia's population is growing rapidly despite the government's family planning program and the availability of modern birth control. In the 15-year period following independence, Tunisians increased their number by 45 percent. The country's population was recorded at 5.6 million in 1975, 6.4 million in 1980, and an estimated 7.2 million in 1985. The population is projected to reach 8.1 million by 1990 with an annual growth rate of about 2.4 percent. Population density reached 114 people per square mile in 1985 compared to 1980's 101 people per square mile.

For administrative purposes, Tunisia was divided into 13 gouvernorats, or provinces, at the time of independence in 1956. As the number of inhabitants increased, internal boundaries were periodically revised and additional gouvernorats created in order to ease the administrative burden. There are currently 21 gouvernorats administered by appointed officials.

There is a definite shift of workers and their families towards densely populated urban areas as rural homes are abandoned in the search for jobs. Rural population decreased to 46 percent in 1985.

The northern quarter of the country includes the rich Khroumirie forest and much of the nation's arable land. Of the 56 percent of Tunisia suitable fof agriculture, about one-quarter is used for grazing and 14 percent supports forestland where cork trees flourish. The nation's main industries are also located in the north.

The dry Steppe and Sahara produce alfa grass of limited use for grazing but from which paper can be manufactured. In 1963, the government constructed a paper mill in Kasserine (Steppe region) which, for many years, provided paper for export as well as internal use.

Phosphates are one of Tunisia's most important mineral resources and largest exports. Factories located at Sfax and Gafsa process the mineral for fertilizers.

Fishing is productive along the extensive coastal regions where sardines, anchovies, mackerel, tuna, lobsters, oysters, and sponges are harvested.

Oil deposits, originally discovered south of Gabes in 1965, provide enough petroleum products to meet the needs of the country and for export. A steel mill was built in the late 1960s in Menzel Bourguiba which uses only iron ore mined in Tunisia.

Tourists visit Tunisia to enjoy the warm climate, beautiful beaches, and historic sites as well as the mirages of Chott el Djerid. Many Roman ruins remain and artifacts are preserved in local museums.

Tunis, a port city on the northern coast, is the largest metropolitan area as well as the capital of Tunisia. The population of Tunis, recorded at 186,000 in 1926, grew to 685,000 in 1966 and almost 874,000 in 1985. Likewise, the gouvernorat of Tunis is the largest in the country with a population of 1.8 million. The oldest area of Tunis is the suburb of Carthage which still retains the ruins of the ancient city.

ETHNICITY AND RELIGION

Berbers were the original inhabitants of the land now called Tunisia. Although conquered and ruled by Phoenicians, Romans, Vandals, and Byzantines, Berber tribes maintained their culture and bloodline for centuries. The Christian influence was felt around 180 A.D. Arabs, arriving in the area for the first time in 647, brought Islam which quickly took root and flourished. Inter-

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marriage followed and a subsequent wave of Arab immigration brought about an internalization of the Arab language and culture. Today, 98 percent of the population is Arab-Berber. Less than 1 percent is considered pure Berber and only a few are believed to be pure Arab. Europeans who make up about 1 percent of the population, are the only Christians in an otherwise Muslim world.

Although the constitution says that "Tunisia shall be...Islamic in religion (and) Arabic in language," religious freedom is also guaranteed. Several Roman Catholic orders are active in the country by agreement between the Vatican and Tunisian government. Anglican as well as Greek and Russian Orthodox churches are also represented. Attempts to convert citizens to religions other than Islam are, however, discouraged.

The Jewish community, once estimated at 200,000 or about 8 percent of the population, now makes up less than 1 percent of the population. Emigration is responsible for the declining number of Jews. Those who choose to remain worship freely and maintain their religious organization under the protection of the government.

There is no evidence of religious discrimination in the private sector although government employment is generally reserved for Muslims. Government officials also control appointments at more than 2,000 mosques throughout the country where loyalty to the ruling party is a prerequisite for employment.

French is the second lanugage of the government and is spoken by all educated Tunisians. Both Arabic and French are used as the medium of instruction at schools, and French is the predominant language at the university level.

AGE DISTRIBUTION

Tunisia's age-sex distribution is typical of developing countries. One departure, however, is a smaller percentage of people in the 35-to-39 age group than would normally be expected. Tunisia experienced a flu epidemic in the early 1940s causing an extremely high infant mortality rate. The higher number of deaths is reflected in the applicable age group from the 1946 census to today.

Tunisia has one of the first, and most successful, family planning programs in the Arab world. The government program, combined with the countrywide campaign to educate the masses and increasing numbers of women in the labor market, succeeded in lowering the country's birthrate. Recorded at 35.2 per 1,000 in 1980, the birthrate fell to 32.9 per 1,000 by 1982 and is currently estimated to be lower still. The proportion of the population in the 0-to-4 age group was 18.5 percent in 1966, 16 percent in 1975, 15.5 percent in 1980, and 15.2 percent in 1982. Both trends are expected to continue.

The positive effects of the declining birthrate are offset somewhat by the government's health-care and nutrition programs which are lengthening lifespans and decreasing the overall mortality rate. The success of the two programs is reflected in the median age of the population and in the proportion of the population in older age groups. The median age has increased from 16.8 years in 1966 to 19.5 years in 1985, and the proportion of the population aged 60 and over has grown from 5.1 percent in 1956 to 6.7 percent in 1980.

The effectiveness of health and nutrition programs is also reflected dramatically in two sets of data. The stillborn rate was 13.8 per 1,000 live births in 1979 but decreased to 10.9 per 1,000 in 1982. The overall death rate also fell from 8.1 to 7.3 per 1,000 over the same period.

HOUSING

Tunisian dwellings vary greatly in size and construction materials. Most of the homes are built of paving stones (cement or brick) and tiles. However, in rural areas nomadic tribes live in tents that can be easily dismantled and moved.

In the desert areas of the south, some Berber villagers subsist in underground homes. Rooms are dug horizontally into the walls of large pits. Shelves, benches, and beds are carved out of the rock, eliminating the need for conventional furniture. This unique form of housing is eminently suitable for desert dwelling because the pits remain cool during the 115-degree days and warm in the 40-degree nights.

Tunisia Population Distribution by Age Group and Sex: 1982

Age Group	*Total*	*Male*	*Female*
All ages	6,726,100	3,377,800	3,348,300
0-4	1,021,700	519,900	501,800
5-9	925,500	470,800	454,700
10-14	862,300	441,200	421,100
15-19	774,900	398,200	376,700
20-24	612,700	298,600	314,100
25-29	457,400	211,900	245,500
30-34	322,200	148,700	173,500
35-39	275,100	131,200	143,900
40-44	312,100	150,000	162,100
45-49	279,100	135,200	143,900
50-54	244,200	123,100	121,100
55-59	189,700	98,200	91,500
60-64	156,700	85,400	71,300
65-69	127,200	72,700	54,500
70-74	82,000	45,700	36,300
75-79	39,000	23,500	15,500
80+	44,300	23,500	20,800

Source: Institut National de la Statistique, Annuaire Statistique de la Tunisie, Vol. 27, Nouvelle Serie, 1982.

Cities With Populations Over 100,000:

Tunis	873,515
Sfax	256,739
Bizerte	109,879
Sousse	102,097

Source: Polk's World Bank Directory, International Edition Mid-Year 1985 Issue

A few slums, called *bidonvilles*, exist on the outskirts of large urban areas. The *bidonvilles* take their name from shacks made of mud and covered with *bidons*--gasoline barrels flattened to form metal sheets. In a government attempt to eliminate substandard housing, many needy families are given loans or grants, or are provided with free construction materials. Housing co-ops are encouraged, and government housing projects are underway.

The greatest volume of housing is found in the gouvernorats of Tunis, which has 181,000 dwellings for its 204,700 families, and Sfax with 108,300 housing units for 98,900 families. There were 1.1 million dwellings counted in the 1980 census.

Increasingly, Tunisians are building larger homes. In 1975, 45 percent of all housing had only one room; 28 percent, two rooms; and 26 percent, three or more rooms. By 1980, only 35 percent were one-room dwellings, 35 percent had two rooms, and 30 percent had three or more rooms. Most Tunisians own their own houses or apartments.

Running water is available in 72 percent of all urban homes, but in only 7 percent of rural homes. In many areas, drinking water is obtained from public fountains or wells. Adequate sewer systems are not as readily available. Only 52 percent of urban dwellings and 2.1 percent of rural dwellings have modern waste disposal equipment.

In the cities, 85 percent of all homes are wired for electricity. In rural areas, petrol lamps are commonly used, and only 18 percent of all rural housing has electricity.

HOUSEHOLDS AND FAMILIES

Tunisian families tend to be smaller than those of many developing countries. According to the 1980 census, the average family size was 5.6 persons. The smallest average family size was recorded in the gouvernorat of Tunis at 5.4 persons per family, the largest in the gouvernorats of Zaghouan and Sidi Boouzid at 6 persons per family.

Statistics also show comparisons between the rural and urban areas of each gouvernorat. In 1980, 1.1 million families lived in Tunisia. Of these, 611,000 lived in urban areas. Not surprisingly, families in rural areas were larger than those in urban areas--5.7 people per family in rural areas, and 5.4 persons per family in urban areas.

Marriages are declining both in actual numbers and as a percentage of the population. The 52,939 marriages performed in 1979 represented a rate of 17 per 1,000. In 1982, an estimated 50,177 marriages occurred, a rate of just under 15 per 1,000. Polygamy, once common among the Arab population, is now prohibited by law.

Getting divorced was once easy for men in Tunisia. An Arab husband needed only to send his wife to the home of her father in order to end the marriage. President Bourguiba outlawed this traditional form of divorce and brought marriage under the protection of the courts. Statistics indicate that modern divorce is on the decline. In 1979, 7,124 divorces were granted compared with 6,047 in 1982.

LITERACY AND EDUCATION

Prior to 1881, Tunisia's only educational institutions were small, Moslem schools that taught Islamic subjects exclusively. The arrival of the French brought a better form of education. Two school systems were created--one for French children modeled after schools in the homeland and one for Arab children with a similar curriculum--but they served only a handful of students.

When independence was declared in 1956, only 15 percent of the population was literate. President Bourguiba launched a campaign to educate the people of Tunisia, consistently dedicating one-quarter to one-third of each annual budget to improving the educational system, particularly the number and quality of primary schools. The government also assumed control of the 200 Islamic schools, ending the distinction between religious and public schools.

The primary level of education includes grades 1 through 6. Lower secondary is equivalent to our junior high school and upper secondary to high school. To progress from one level to another, students must pass national examinations. Although education is compulsory for eight years, only 85 to 90 percent of primary school-aged children are actually enrolled.

The government also maintains adult education classes where reading, writing, mathematics, civics, and agriculture are among the subjects taught. Efforts to improve education have been successful. The literacy rate, defined as those people aged 10 or older who can read and write, was 15 percent in 1956, 32 percent in 1966, 45 percent in 1975, and 53 percent in 1980. Although many one- and two-room schools have been established in sparsely populated areas, rural literacy, still at 38 percent in 1980, lags behind the urban literacy rate of 65 percent.

The University of Tunis was founded in 1959 and moved to the suburbs in 1971 where up-to-date facilities for scientific research were added. Unfortunately, in a country that desperately needs workers with technical skills, most students choose to study law, literature, or language. University students must pass rigid examinations each year in order to remain enrolled. Grants and scholarships are available to qualified students.

In addition to government-operated schools, private Catholic and Jewish schools are available through the high school level.

LABOR FORCE

Unemployment is a problem in Tunisia, partly because of the age structure. More than 60,000 new workers enter the labor force each year while only 40,000 new jobs are created annually. The government officially recorded the growing unemployment rate at 12.9 percent in 1983, although a more realistic figure for the year is estimated at 18 percent for men aged 15 to 59. The rate is close to 25 percent with the inclusion of women and the under-employed. Unemployment for 1985 was expected to reach 30 percent.

To help alleviate growing unemployment, Tunisians are encouraged to look abroad for jobs whenever possible. An estimated 7,000 laborers found work in Europe in 1984.

More and more women are entering the labor market. Women were only 11 percent of the work force in 1975. In 1984, they held 20 percent of the available jobs. However, over 80 percent of employed women are in the lower third wage earning bracket.

Relatively few Tunisians are trained in professional and technical fields. Both doctors and nurses are in short supply, and of those practicing in Tunisia, many were imported from Europe. The government strongly urges students to enroll in technical courses and guarantees jobs to those who successfully complete training.

All unions are technically free of government restrictions and strikes are legally permitted. However, some workers have been required to remain at work during labor strikes, and some strikers have been arrested at strike sites although all were released within 24 hours. In September 1984, a decree was issued prohibiting union meetings in the workplace. The Tunisian General Trade Union Federation (UGTT) is the oldest and largest labor union with a membership of 700,000 workers.

Most Tunisians work in agriculture although an increasingly smaller proportion of the work force is required to farm the arable land. In 1960, agricultural production required the labors of over 50 percent of the work force compared with 35 percent in 1980. Industry consumed 19 percent of the work effort, service industries, 17 percent; and construction, 10 percent.

WOMEN

For many years women in Tunisia were considered second-class citizens. Islamic law and social custom required women to be heavily veiled

TIPS ON TRENDS

Canadian Trends and Health

If present population trends continue, Canada will be a prime market for home health care and nursing homes for the elderly. Three new reports from Statistics Canada can help with an assessment of Canada as a long-term market for health care and other consumer goods and services.

Following current trends, Canada will have a zero population growth rate by the year 2000, according to new projections released by Statistics Canada. At the same time, its population aged 65 and over will grow rapidly, topping 4 million by 2000.

As Canada's elderly population grows, its younger population will diminish dramatically. By the year 2000, there will be 5.9 million people age 17 and under. Based on all projections, the labor force (aged 18 to 64) would go from its current 16 million to 19 million by 2000.

The current fertility rate in Canada is about 1.7 children per woman. If the fertility rate declines to 1.4 children per woman and net immigration is 50,000 a year, Canada's population could reach 28 million by the year 2000. If the fertility rate increases to 2.2 children per woman and net immigration reaches 100,000 a year, the population would reach 30 million people by the year 2000.

Order *Population Projections for Canada, Provinces and Territories, 1984-2006* (No. 91-520) for $50 from the address below.

The results of a Canadian Health and Disability Survey conducted in 1983 and 1984 are also now available. The report describes the non-institutionalized population, aged 15 and over. Data are ready for special tabulations on a range of subjects including the nature and prevalence of disability, demographic and household characteristics, employment, education, transportation, accommodation and certain economic characteristics such as individual income.

A selection of the data is also available in *Highlights from the Canadian Health and Disability Survey, 1983-84* (No. 82-563) for $10. This bulletin, available from the address below, contains 21 tables covering a variety of topics including prevalence, nature and degree of disability as well as numerous socio-economic characteristics. For special tabulations contact Frank Grabowiecki, Manager, Disability Database Development Project in the Health Division at (613) 990-8780.

Canadian Youth: Perspectives on Their Health compiles results of the Canadian Health Survey. An analysis of the statistics by age group and sex yields interesting comparisons. Young men and women in the 15 to 19 groups seem to have similar lifestyles with regard to drinking, smoking, drug use, medical consultations, disability days, bed-days, and the use of violent methods of suicide whereas there are sharp contrasts between the behavior patterns of older men and women. The cost of this study is $16.00.

Order each of the above from Publication Sales and Services, Room 1710, Main Building, Statistics Canada, Ottawa K1A OT6.

Distribution of Labor Force in Tunisia

	1975	*1980*
Agriculture	37.2%	35.0%
Industry	16.9	19.0
Mines, energy	2.8	3.0
Construction	9.4	10.0
Transportation	4.1	4.4
Commerce	6.9	7.6
Services	17.8	17.2
Other	4.9	3.8

Source: Institut National de la Statistique

and clothed from head to foot. Women worked only on the family farm or inside the home. They had no civil rights, no education, and no control over their lives. Their husbands were permitted to divorce them at will and to maintain as many as four wives.

Today women are full citizens with the same legal rights and responsibilities as men. They have the right to vote, run for office, and control their own financial affairs. Encouraged to attend school, women make up 40 percent of the primary and secondary school enrollment. They are permitted to hold jobs outside the home, and although they are confined to primarily low-income positions, they account for 20 percent of the country's work force.

Women now have the protection of the courts in matters of divorce and child custody, which is guaranteed by legislation. Arab men are no longer permitted more than one wife.

Traditional attitudes, not legal barriers, limit women's participation in politics. However, a small number of women are active in the government. There are two female ministers in the 24-member cabinet, and at least five judges are women. In the 136-member National Assembly, seven women deputies hold seats.

Traditional attitudes also restrict the role of women in society despite the efforts and support of the government. Many women, especially in rural areas, are unable to claim their full legal rights.

THE ECONOMY

One of Tunisia's greatest economic problems is a foundering agricultural sector. Much of the food consumed by Tunisians must be imported which contributes to the growing negative trade balance. Agricultural problems stem from adverse weather conditions and the nature of the industry. As more than half the farms are fewer than 50 acres, modern farming methods are generally not applicable.

In 1983, olive oil production fell by 31 percent, grain by 28 percent, and citrus by nearly 17 percent. Increased production of fruit, vegetables, and livestock offset other crop failures to produce minor growth of 0.2 percent.

The tourist industry has also suffered decline in recent years. A general slump in European tourism affected the Mediterranean as a whole. Bread riots last year, when the government briefly eliminated grain subsidies, caused concern among some tourists who chose to avoid Tunisia rather than chance riots. The recent sanctuary granted to Yasir Arafat and the Palestine Liberation Organization is expected to adversely affect future non-Arab tourist trade.

Tourism, one of Tunisia's few sources of hard currency, has already declined by 8 percent in real terms. Although government officials predict a 6 percent growth, economists forecast continued decline or at best, no growth.

Skyrocketing wages contributed to rising consumer prices and inflation. After two years of annual wage hikes of 30 percent, annual wages were held to a 10 percent increase in 1983. Early in 1984, the government instituted a general wage freeze.

France is Tunisia's largest supplier with 22 percent of the import market. Italy follows with 11 percent. West Germany supplies 10 percent of goods and the United States 8 percent. U. S. exports to Tunisia in 1983 included cereals, soybean oil, cigarettes, used clothing, paper products, automotive equipment and parts, pharmaceuticals and scientific equipment. In addition to these, the Department of Commerce has identified realistic markets as equipment for agriculture and irrigation, building construction, data processing, mining, and telecommunications.

SOURCES OF INFORMATION

Statistical documents from Tunisia are printed in French. The most recent census was in 1980. Reports from that census are available from Institut National de la Statistique (L.I.N.S.), 27 rue de Liban, Tunis, 3 D 500, Tunisia. Requests to this office from *International Demographics* have received timely responses. Besides census volumes, the same office also publishes a statistical yearbook, *Annuaire Statistique de la Tunisie*.

Business investment information can be provided by two Tunisian organizations. They are Agence de

TIPS ON TRADE

Advertising in Ecuador

Cinema is an important advertising medium in Ecuador, especially for consumer goods, according to a newly-updated bulletin from the U.S. Department of Commerce.

Most movie theaters show 15 minutes of advertisements before each feature. There are 235 movie theaters in the country with a total capacity of about 155,000 people.

INSIDE INFORMATION

Mid-Decade Censuses

Several countries have announced mid-decade censuses or surveys.

In Japan, a census was held Oct. 1, 1985. First results should be available now with 1 percent sample results available in May, 1986.

In Australia, a census will be held June 30, 1986. First results are expected to be available in March or April 1987.

In Hong Kong, a By-Census for small area data collection is scheduled for sometime in 1986. No date has been announced.

In South Korea, a mid-decade census was held Nov. 1, 1985. The preliminary count should be available by January 30, with the 2 percent sample count scheduled for release in July 1986. Final reports are due by December 1987.

In New Zealand, the mid-decade census is scheduled for March 4, 1986. Provisional results are expected as early as June 1986 with final regional bulletins available in July 1987.

Sri Lanka has announced a mid-decade census for 1986, with no date scheduled. Bangladesh expects to carry out its mid-decade census in March 1986. Indonesia has held an Intercensal Population Survey with provisional results expected early this year.

In Canada, a 1986 Census of Agriculture will be held on June 3, 1986. For the first time farmers will be asked about the use of such technological developments as office computers and subsurface draining systems as well as the usual questions about crops, livestock, and farm machinery.

Turkey held a census on October 20. First results are expected in mid-1986.

Children's Markets in Japan

While the population of young children, aged 0 to 14, in Japan steadily decreases, the market for children's goods expands as Japan's baby boomers buy for their kids.

The population of young children numbered roughly 26.3 million as of March 1985, a decrease of nearly half a million from the previous year. This rate of decrease is expected to continue according to a report from (JETRO) the Japan External Trade Organization. By the year 2000, the 0-to-14 age group will number an estimated 22.5 million.

A survey taken in 1982 found that sales in the food sector of such items as candies, drinks, dairy products, and instant food -- totalling a whopping $25.5 billion -- clearly dominated the $40 billion children's market. A distant second at $2.8 billion was sales of stationery and related items followed closely by sales of education-oriented goods ($2.4 billion), books and other publications ($2.4 billion), and sporting and leisure goods ($2 billion).

Sales of sundries and children's apparel followed at $1.6 billion each. Expenditures on entertainment at $400 million and furniture at $400 million brought up the rear. All others totalled $1.2 million.

The results of this survey come as no surprise. Japan has a long history of such buying patterns among children. Traditionally, young children on their way to and from school would stop in at Mom-and-Pop-style corner stores called *dagashiya* to buy inexpensive treats, toys, and stationery items. *Dagashiya* were conveniently located near stations as Japanese youth travel to school on public buses and trains.

Once a dying breed due to the introduction of supermarkets in small neighborhoods, *dagashiya* recently resurfaced all over Japan as the result of a tremendously successful franchise operation.

Senior citizens often own *dagashiya* and not only pride themselves on giving suggestions to children on what to buy but also on how much to spend each day depending on their weekly allowances.

Although Japanese youth still spend their money in nickels and dimes, they are setting their sights on higher-priced items. Thirty-eight percent of elementary-school-aged boys said they wanted personal computers; 26 percent, TV games; and 11 percent, better bicycles.

Promotion des Investissements (API), 7 rue de l'Arabie Seoudite, Tunis, Tunisia; telex 1166; telephone 280-674; and Agence de Promotion des Investissements Agricoles (APIA), 10 rue Ibn Jazzar, Tunis, Tunisia; telex 12280; telephone 288-400.

The U. S. Department of Commerce offers several useful publications. *Marketing in Tunisia* (OBR 81-01) and *Foreign Economic Trends* (FET 85-17) provide detailed economic and foreign trade information.

Background Notes-Tunisia and *Tunisia Post Report* are provided by the U. S. State Department. The Bureau of International Labor Affairs publishes *Country Labor Profile-Tunisia*.

Obtain the above from the Superintendent of Documents, U. S. Government Printing Office, Washington, DC 20402, telephone (202) 738-3238.

The U. S. Department of Commerce maintains a staff of trade specialists who can assist U. S. companies. Contact Department of Commerce, Office of the Near East (ONE), Washington, DC 20230, telephone (202) 377-5737.

Linda Newcomb

Linda Newcomb is a freelance writer who has lived and worked overseas.

FEATURE

Foreign Students Help Fill Classrooms

Admissions offices of universities in the United States look increasingly abroad to fill their classrooms. While the number of college-age people in the United States is gradually declining, this age group is growing rapidly in most developing countries.

Moreover, the developing countries have a crying need for trained teachers, engineers, health practitioners, accountants, scientists, and other skilled professionals who can help their countries develop economically. But, they cannot build and staff colleges and universities fast enough to educate these professionals themselves.

Over 50 percent of doctoral degrees awarded by U. S. universities in engineering go to foreign students on temporary or permanent visas, according to a report from the Scientific Manpower Commission, a participating organization of the American Association for the Advancement of Science.

At the doctoral level, 62 percent of the foreign nationals receiving degrees stayed to work in the United States, making up about 36 percent of new entrants to the work force, according to Michael Finn of Oak Ridge Associated Universities.

The latest edition of the *UNESCO Statistical Yearbook* (1984) provides detailed data on the numbers of students, by sex and field enrolled in school, on a country-by-country basis. Additional tables provide statistics on science and technology--by numbers of personnel of various types and by expenditures.

The UNESCO Yearbook shows that 45 selected countries sent 328,299 students to the United States in 1981. Fewer than 20,000 U. S. students studied abroad the same year.

Of the students whose country of origin is specified, 44 percent are from East and West Asia. Only about 7 percent of the students come from Europe, whereas more than 70 percent of all U. S. students who are abroad are in school in a Western European nation. No country is specified for 20 percent of the students.

The Asian countries that send the most students to the United States are Iran, China, Japan, India, Jordan, South Korea, Lebanon, Malaysia, Saudi Arabia, and Thailand. Not surprisingly, except for Japan, a developed country, these nations verge on being classified as developed. In *International Demographics*' country cluster system (April 1984), most of these countries are referred to as "Climbers"--nations where industrialization is moving toward more sophistication, and education is seen as one of the most important means of moving into the middle class.

The chart shows the percentage of foreign students who come to the United States from each region. The table includes all countries that have 5,000 or more students in the United States at any one time.

The *UNESCO Yearbook* is available for $84 (including sales tax and handling) from Unipub, P.O. Box 1062, Ann Arbor, MI 48106.

The International Flow of Scientific Talent: Data, Policies, Issues, edited by Sue V. Barthel and Julie A. Early, is available for $15 from the Scientific Manpower Commission, 1500 Massachusetts Ave., NW, Suite 831, Washington, DC 20005. •

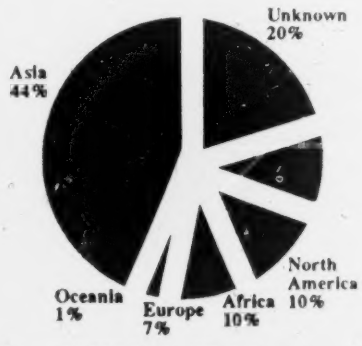
Countries Represented by 5,000 or More Students in U.S. Colleges and Universities

Country	*Estimated Numbers*
Iran	28,701
China	19,903
Nigeria	15,651
Canada	11,967
Japan	11,223
India	9,004
Saudi Arabia	8,175
Malaysia	7,537
Hong Kong	7,194
Mexico	6,313
Lebanon	5,441
Thailand	5,388

Source: UNESCO Statistical Yearbook: 1984

Where Students Come From

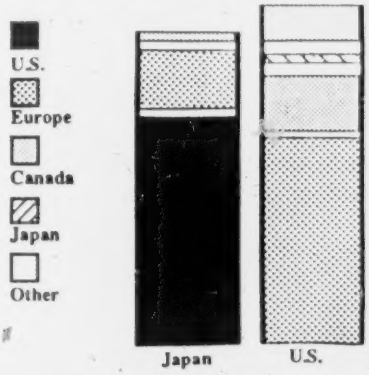
More than 325,000 foreign students come to the U. S. each year. This chart shows the regional origin of foreign students in the U. S.



Source: UNESCO Statistical Yearbook: 1984

Educational Imbalance

Percent of U.S. and Japanese Students Who Study Abroad by Destination. For every U.S. student who studies in Japan, 17 Japanese students come to the U.S.



Source: UNESCO Statistical Yearbook: 1984

PUBLICATIONS

Social Indicators for the European Community, 1984, Luxembourg: Office of Official Publications of the European Community, 138 pp., $14. Order from European Community Information Service, 2100 M Street, NW, Suite 707, Washington, DC 20037.

If you need charts to help you understand social trends in the European Community, this is the place to turn. Topics range from total population projections to private consumption per inhabitant in each country. Time series provide trend information.

For example, you could find out that the number of doctors in Italy per 100,000 inhabitants has increased from 181 in 1970 to 358 in 1982 and, moreover, that Italy includes dentists in the total number of doctors so its numbers are not comparable to the other European Community countries.

Social indicators shown in charts and tables include employment and unemployment, trends in employment in manufacturing, the position of women in the community, and consumer price indices, among others.

Consumer Europe, 1985 Printout, London: Euromonitor, 1985, 420 pps., $335. Order from Gale Research Company, Book Tower, Detroit, MI 48226.

If you want to know what is happening to lawn mower sales in Denmark, or ice cream consumption in Switzerland, you will want a copy of *Consumer Europe*.

Consumer Europe is the printed report from a pan-European market information database maintained by Euromonitor. It includes data that are stored on an information retrieval system, but are not available presently online.

Each page presents market information on a subject such as demographics, economics, or consumer expenditure or information on a specific consumer product such as ice cream, sun preparations, room deodorizers, or cheese. There are 24 different product categories presented and a variety of products in each category. For example, the pages on dried foods include nine different products including dried potato products, packet soup, and cake, and pastry mixes, among others.

The information is presented in two tables. The first shows actual figures, generally either retail sales in value, sales in units, or volume consumption from 1980 to 1984. The second table is derived from the first, and shows national market shares, per capita calculations, and growth rates, country-by-country. Although the information is constantly revised and updated, it is printed out only once a year.

The 1985 printout includes data for 13 European countries--a total of 351 million people. Not included are the Eastern Bloc countries, Greece, Luxembourg, Ireland, and Portugal. The data are useful for market research, new product planning, strategic planning, consumer research, and many other purposes.

In Another Dimension--A Guide For Women Who Live Overseas, by Nancy J. Piet-Pelon and Barbara Hornby, 1985, Yarmouth, Maine: Intercultural Press, Inc., 1985, 164 pp., $9.50. Order from Intercultural Press, P. O. Box 768, Yarmouth, ME 04096.

With chapter headings such as "Making the Decision," "Women Who Work," and "Staying Healthy Overseas," this book may come in handy for researchers who are moving overseas on a long-term basis as well as those who are moving for a specific project but expect to be gone for several weeks or months. While geared primarily to a spouse accompanying an executive assigned overseas, the chapter on women who work includes a section on single women professionals as well as on working wives. This book is useful for women considering an overseas assignment as well as for human resources planners who work with women employees and families assigned overseas.

Voluntary Sterilization: An International Fact Book, by John A. Ross, Sawon Hong, and Douglas H. Huber, 1985, New York: Association of Voluntary Sterilization, 118 pp., free. Order from Association for Voluntary Sterilization, 122 East 42nd Street, New York, NY 10168.

In 1980, 99 million people among couples of reproductive age worldwide were sterilized, according to this compendium of information about sterilization. This finding probably underestimates the current reliance on sterilization as a means of contraception since the number of sterilization users grows every year, according to the authors.

Because many factors impact sterilization trends, marketing researchers for both private and not-for-profit companies involved with reproductive health overseas need accurate, comprehensive information about who has been sterilized. For example, the level of education seems to have different effects on sterilization depending on the country involved. In South Korea and Thailand, sterilization is more prevalent among well-educated women, whereas in Bangladesh and Colombia sterilization is less favored among well-educated women.

Chapters focus on the country-by-country incidence and prevalence of sterilization, the laws and regulations currently in place, the way services are delivered, information about attitudes toward sterilization, procedures, and mortality. •

REGIONS

ASIA

Malaysia

According to recently released estimates, the 1984 population of Peninsular Malaysia was 12.6 million people. The figures are included in *The 1984 Current Population Estimates on Peninsular Malaysia* released by that country's Department of Statistics.

The annual Malaysian population growth rate for 1980 through 1984 was 2.5 percent, slightly higher than the 2.2 percent annual rate recorded between 1970 and 1980.

Of the 12.6 million people, 7.1 million are Malays, 4.2 million Chinese, and 1.3 million Indians.

In 1984, 37 percent of the population was aged 15 or under, and only 6 percent of the population was aged 60 and over.

Hong Kong

Sons are still more important than daughters among young people in Hong Kong.

A survey on family planning knowledge, attitudes, and practice conducted by the Family Planning Association of Hong Kong shows that couples with two daughters have a stronger desire for a third child than those with two sons. Preference for at least one son in the family is thought to be an important factor behind the difference between the "ideal" and "actual" number of children couples have, according to a report from Mrs. Eleanor Cheng, in the *Asian-Pacific Population Programme News*, published by the Population Division of the Economic and Social Commission for Asia and the Pacific (ESCAP).

The survey showed that the actual family size was 2.6 children per couple while the ideal was 2.4.

The findings were based on interviews conducted in 1982 with a random sample of 1,403 married women aged 15 to 49. They were asked to take account of their husbands' attitudes when giving answers.

Thirty-three percent of couples with two daughters and no sons said they wanted a third child and more than 90 percent of those said they wanted a boy. Only about 19 percent of couples with two sons wanted a third child.

The survey also found that Hong Kong has one of the highest practicing rates of contraception in the world--72 percent--and that use of contraceptives was favored by nearly 98 percent of the respondents.

However, the rate of practice among married recent Chinese immigrants was only 53 percent, much lower than for the whole population.

Findings confirmed that the small-family concept has generally been accepted. The ideal family size for couples had decreased from the 1967 average of 3.8 children to 2.4 children.

The actual number of children in each family has also decreased from 3.7 to 2.6, and this was reflected in the steady decline of birthrates, from 23 per 1,000 in 1967 to 16.5 per 1,000 in 1982.

Japan

While married women in Hong Kong are reducing the number of children they believe to be ideal, young Japanese women are increasing their ideal family size to three children, according to another report in the *Asian-Pacific Population Programme News, and ESCAP publication.*

Japan's birthrate decreased to as low as 12.7 per 1,000 population in 1983 after the first baby boom when the birthrate was 34.3 in 1947, 33.5 in 1948, and 33.0 in 1949.

In recent surveys, the proportion of women who said they would not use contraception until "after two children are born," has increased, and the total fertility rate (the number of children an average woman bears) climbed to 1.8 in 1983, up .03 from 1982.

The preference for three children is growing mainly among young wives. However, recently women are becoming interested in careers and are marrying later than in past years. Taking into consideration all the factors that affect birthrates, it cannot be predicted whether the birthrate will increase in Japan's quickly-aging society soon, but it may be said that the decreasing birthrate has now stabilized.

China

Americans working in the People's Republic of China for a U. S. multinational are typically assigned to Peking in a marketing position at the managerial level, according to the latest survey results from Runzheimer International.

These 35-to-39-year-old managers have an average base salary of

$52,700. They typically reside in hotels, eat all their meals in restaurants, and travel in taxis rather than in their own or rented cars. Most are there for two or three years. And between a quarter and a half are unaccompanied by family members.

A 32-page survey summary is available from Runzheimer International, Living Cost Division, Runzheimer Park, Rochester, WI 53105.

EUROPE

United Kingdom

The Office of Population Censuses and Surveys recently published its latest estimates of population for local government and health authority areas of England and Wales. The table shows the ten local government areas in England with the highest and lowest dependency ratios.

The Ten Local Government Areas In England With The Highest And Lowest Dependency Ratios.

Highest	*Ratio*
Worthing	99
Rother	95
Tendring	89
Christchurch	88
Eastbourne	87
Arun	87
East Devon	87
West Somerset	87
Thanet	82
Torbay	81
Lowest	*Ratio*
Surrey Heath	49
Richmondshire	48
Wokingham	47
Ruchmoor	46
Camden	45
Oxford	45
City of Westminster	44
Kensington and Chelsea	39
Isles of Scilly	27
City of London	20

Source: Office of Population Censuses and Surveys, London, June 1985, Ref. PPI 85.

The dependency ratio is the number of children aged 0 to 14 and people of pensionable age per 100 people of working age. In other words, the City of London has the fewest children and old people, and hence, the lowest dependency ratio in England.

A high dependency ratio means a need for schools, health care facilities, and care for the elderly. A low ratio usually means more affluent households because there are few retired people and two workers per household are common because there are no children.

British Home Ownership

Britain has the largest percentage among large industrialized countries of young homeowners--people aged 25 and younger-- according to the country's Building Societies Association. The trade group in mid-August put the figure at 30 percent, saying that even though the young are reluctant to buy because of frequent, costly moves, a severe shortage of rental flats and homes leaves them little alternative except to buy.

--Peter Inserra

Cyprus

While some countries try to discourage population growth, Cyprus is taking steps to encourage large families.

The population of Cyprus grew 1.3 percent between 1982 and 1983, to a total of 653,000 at the end of 1983. Most of the growth was from natural increase rather than from immigration.

By 1983, those aged 65 and over comprised nearly 11 percent of the population, compared with only 6 percent in 1960. The proportion of children aged 15 and under dropped from 36.4 percent in 1960 to 25 percent in 1983.

In order to obtain a better balance among its age groups, the Cyprus government encourages births. The total fertility rate which had declined to about 2 children per woman--just replacement level--during the 1970s and the time of the Turkish invasion in mid-1974, has now risen to 2.5 children per woman. The number of women who have three or more children is rising. By 1983, nearly 22 percent of all children born were at least the third child in their family.

During 1983, the government took the following steps to encourage births:

--Free medical care to all members of families with four or more children.

--Fare subsidy for public transport of the fifth and any higher order children attending secondary school.

--Reduced prices for government land for very large families.

--Priority of government housing schemes to large-sized families.

A complete profile with data from the 1980 census round in Cyprus appeared in the December 1984 issue of *International Demographics*.

NORTH AMERICA

Canada

Canada sets immigration levels each year, depending on its growth and its employment situation in the prior year. A recent report to the Canadian Parliament suggests a "moderate, controlled increase in immigration levels in coming years, subject to Canadian economic and labor market conditions."

Some statements from both non-government and provincial governments on the subject of immigration expressed the view that "immigration is a positive economic benefit to Canada, especially for the longer term,

Canadian Births by Province: 1982-1983

province	1983	1982	percent change	rate per 1,000 population 1983
Canada	373,689	373,082	0.2	15.0
Newfoundland	8,929	9,173	-2.7	15.4
Prince Edw. Is.	1,917	1,924	-0.9	15.4
Nova Scotia	12,401	12,325	0.6	14.4
New Brunswick	10,518	10,489	0.3	14.9
Quebec	88,154	90,800	-2.9	13.5
Ontario	126,826	124,856	1.6	14.4
Manitoba	16,602	16,123	3.0	15.8
Saskatchewan	17,847	17,722	0.7	18.0
Alberta	45,555	45,036	1.2	19.4
British Columbia	42,919	42,747	0.4	15.2
Yukon	540	525	2.9	22.1
Northwest	1,491	1,362	9.5	28.9

Source: Statistics Canada, Births and Deaths, Vital Statistics, Vol. 1 (Publication 84-204, 86-85)

because immigrants augment the pool of capital, create jobs for Canadians by establishing or expanding businesses and industries, bring needed labor-market skills, and increase the demand for goods and services."

The Annual Report to Parliament on Future Immigration Levels sets an increase in immigration levels to 105,000 to 115,000 for 1986 and to 115,000 to 125,000 for 1987. These figures are up from the 85,000 to 90,000 announced for 1985.

The chart shows the trends in the origin of immigrants since the early 1970s. Three reports on Canadian immigration, *Annual Report to Parliament on Future Immigration Levels, The Revised Selection Criteria for Independent Immigrants,* and *Business Immigrants,* are available from Employment and Immigration Canada, Place du Portage, Phase IV, Ottawa-Hull K1AOJ9, Canada.

Ontario

About one-third of all Canadians live in Ontario and more than two-thirds of the province's population live in metropolitan areas of 100,000 or more people. Over half of these live in the Toronto metropolitan area. Nine million people now call Ontario home.

Other interesting highlights from reports by Statistics Canada:

Since 1931, there has been an 11-year gain in life expectancy of men in Ontario and a 15-year gain for women. Men can now expect to live to age 72 and women to age 79.

There are now more senior citizens and fewer children are being born each year. Between 1931 and 1984, the proportion of those aged 65 and older rose from 7 to 11 percent, while the proportion of children fell from 28 to 21 percent.

Divorces in Ontario are on the rise. In 1931, there were 2,088 divorced persons. By 1984, the number had risen to 228,000--a 109-fold increase while the population of Ontario only doubled.

COMING UP

Italy: There is more to this country than pasta and Rome

An Australian company features mapping for site and customer location

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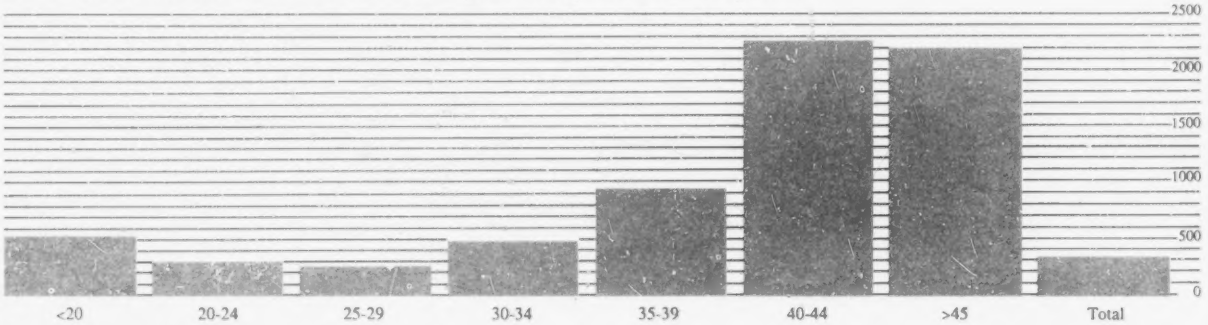
FEBRUARY 1986 VOLUME 5, NUMBER 2

Legal Abortion in Italy: Ratio of Abortions to Every 1,000 Live Births by Women's Age Group, 1981*

Marketers take note: Italian women may be ready for contraception.



*Based on data from 11 provinces Source: Family Planning Perspectives, Vol 17 No 1

COUNTRY PROFILE

Republic of Italy

The home of Roman civilization, center of the Catholic faith, cradle of the Renaissance, and finally the seventh largest modern industrial nation. Italy has many claims to fame.

With its mountainous terrain and lack of both iron ore and coal, the country is not ideal for either agriculture or industry. Its only minerals of importance are marble and natural gas. Nevertheless, Italy ranks high on the production of steel, aluminum, cement, passenger cars, paper, textiles, clothing and television sets, and it is among the world's ten largest producers of eggs, milk, meat, wheat, and tobacco. It also is the world's largest producer of wine.

Italy ranks 13th among U. S. export markets, with a total of $4.7 billion in goods and services imported from the U. S. in 1983. From an Italian perspective, the U.S. is its third largest supplier, after West Germany and France.

The same countries are also Italy's largest export markets. In 1983, Italy exported the equivalent of $11.9 billion in goods and services to West Germany, $10.6 billion to France, and $5.5 billion to the United States. Together these countries accounted for 34 percent of all imports and 39 percent of all exports.

Italy has a turbulent history. After its struggle for independence, it was united in 1861 under King Victor Emanuel II. The two world wars were fought on different sides. In exchange for its services to the Allied forces during World War I, Italy received the Austrian province of South-Tyrol, now Bolzano, a stretch of 2,859 square miles and 430,568 people (1981), as well as the Friuli region and the city of Trieste. Even today the Bolzano area suffers occasional terrorist attacks from political groups demanding reintegration with Austria.

continued

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THIS MONTH: ITALY

After World War II, Italy lost some small islands to Yugoslavia and Greece, and its colonies (Ethiopia, Somalia, and Libya) were placed under United Nations supervision. In 1946, a plebiscite rejected the monarchy in favor of the present republic. The 1948 Constitution established a parliamentary form of government, where political power rests with the prime minister, subject to parliamentary control. The Senate has a minimum of 320 members, the House of Representatives 630, elected for five-year terms. The most important parties are the Christian Democrats (DCI), Communists (PCI), Socialists (PSI), Neo-Fascists (MSI), Republicans (PRI), Social Democrats (PSDI), and Liberals (PLI). The Italian Communist party is the largest anywhere outside the Sino-Soviet bloc.

CITIES AND REGIONS

With a total area of 116,374 square miles, Italy is about the size of Florida and Georgia combined. Its 56.6 million people form the second largest population in Western Europe, after West Germany, but slightly larger than Great Britain and France.

The main administrative divisions are 20 regions, subdivided into 95 provinces. The provinces in turn are divided into 8,090 *comuni* or municipalities. On the border between Emilia Romagna and Marche lies the small politically independent republic of San Marino (23.4 square miles). Another formally independent piece of Italian soil is the Vatican in Rome.

As much as 35 percent of Italy's land is taken up by mountain slopes, and another 42 percent by hills. Two regions--Valle d'Aosta and Trentino Alto Adige--consist entirely of mountainous terrain. Liguria, Umbria, Marche, Abruzzi, and Molise consist mostly of mountains and hills.

Only 23 percent of the land is reasonably flat. Most of that is in the northern Po Valley and the southern region of Puglia. This flat land contains 48 percent of the population. Thirty-nine percent lives in hilly terrain, and 13 percent in the mountains. About 28 percent of the Italian population lives in rural areas.

The six cities with more than a half-million people are Roma, Milano, Napoli, Torino, Genova, and Palermo. They account for 14 percent of the population. The 43 cities with between 100,000 and 500,000 people account for another 13 percent. There are 373 middle-sized communities with between 20,000 and 100,000 people, accounting for 26 percent of the population.

Italy has a regional problem. The line separating the regions of Emilia Romagna, Toscana, Umbria, and Lazio from the regions to the south and east is important. The regions north of it hold 62 percent of the population, but are responsible for 73 percent of the GNP and 78 percent of the industrial product. The Po Valley regions in particular, where the large industrial cities are located, hold 41 percent of the population, but account for 59 percent of Italy's industrial product.

In addition to Milano and Torino, Italy's traditional strongholds of the textile, metal, and automobile industries, Bologna and Verona, are secondary industrial centers.

Emilia Romagna, Lombardia, and Veneto are important for their agriculture, especially cattle and cereals. Ivrea, north of Torino, is the corporate headquarters of the booming Olivetti concern, at present the European leader in data processing and business automation.

The capital, Roma, is more important for its administrative and political functions than because of its industry. The only exception is the film industry, now one of the biggest in the world. In addition to its chemical and shipbuilding industries, Genova continues to be the country's largest international harbor, with roughly one-sixth of all freight and passenger movement. Trieste comes second.

The western stretch of the Ligurian coast, the continuation of the French Riviera, is an important tourist area and the favorite retirement spot for elderly people from Torino, Milano, and other industrial cities.

The regions to the south, especially Puglia, Basilicata, Calabria, and Sicilia, are economically much weaker. Only their agriculture is of importance, particularly in Sicilia, Calabria, and Puglia, which account for the bulk of Italy's vegetables, citrus fruits, and olives. On the whole, the southern regions and Sardegna hold 38 percent of the population, and produce 43 percent of the agricultural product, but only 27 percent of the total GNP and only 22 percent of the industrial product. The government is attempting to attract more industry to the south. Results of this policy are the steel plant in Taranto and the chemical complex at Brindisi. The town of Termoli (population 22,500), in the Molise region, is notable for the recent installation of Fiat's ultra-modern engine factory. Taranto is the main international port of southern Italy.

POPULATION GROWTH

The latest Italian census was held October 25, 1981. At that time, the country counted 56.56 million inhabitants. Compared to 33.5 million at the turn of the century, this implies an average annual growth rate of .61 percent. The

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reasons for the low growth rate are the large number of people emigrating earlier in the century and the drop in the birthrate during the 1970s.

Between 1900 and 1970, nearly 20 million Italians left their country. Most settled in the United States, Argentina, and Brazil. Beginning in the 1960s, a new sort of migration was added as young Italians temporarily left to work in the more prosperous countries of northern Europe.

The birthrate, which had declined slowly to 18 per 1,000 during the 1960s, fell more rapidly during the 1970s, to 10.9 per 1,000 in 1981 and 10.3 in 1984. It is higher in the more traditional regions of the south--for example, 15 in Campania, and nearly 14 in Puglia, Sicilia, and Calabria. The birthrates in some northern regions, on the other hand, are much lower--6 in Liguria, and about 7 in Valle d'Aosta, and Emilia Romagna.

The total fertility rate (the mean number of children a woman will have borne by the end of her reproductive period) is now lower than is necessary to ensure the replacement of generations. In 1983, it was 1.5 children per woman. Only two regions--Campania and Basilicata--have a total fertility rate of 2 or more. Liguria, Emilia Romagna, Friuli Venezia Giulia, and Toscana all have total fertility rates just over 1 child per woman.

Most Italians think the current trend is a good one. Despite strong opposition from the Catholic church, Italy liberalized its abortion laws in 1978, and confirmed the measure by referendum in 1981. In 1983, a reported 28 percent of all pregnancies ended in a voluntary abortion, roughly the same share as in the United States.

Meanwhile the death rate in Italy has changed little since 1950. At present, it hovers around 9.5 per 1,000. Some northern regions with more elderly populations have higher death rates--Liguria, 13.2 and Friuli Venezia Giulia, 12.6.

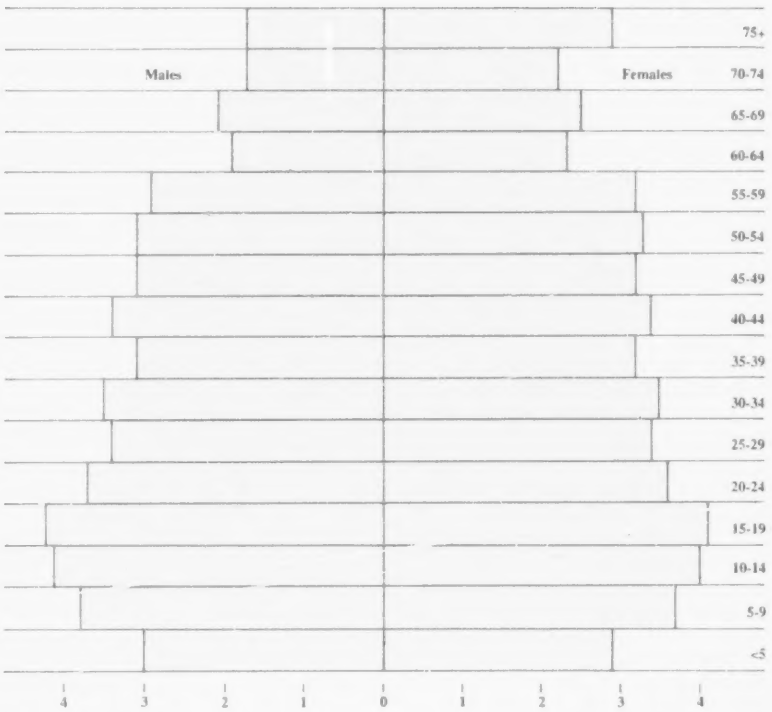
In several regions deaths actually exceed births, giving them negative natural growth rates. However, the only region where population actually declined between 1971 and 1981 is Liguria. The other regions had positive growth rates because of inter-regional migration. Since 1980, however, Piemonte has also lost population.

Life expectancy in Italy is 70.6 years for men and 77.2 years for women, about the same as in the United States. The infant mortality rate has come down since the 1960s and is now about the same as in the United States--11.6 per 1,000 in 1984. The highest rates (over 15 per 1,000 in 1982-83) are found in Campania, Puglia, Basilicata, and Sicilia. Veneto, Fruili Venezia Giulia, and Trentino Alto Adige now

continued

Population of Italy by Age and Sex: 1981*

(in percent)



Age	*Total*	*Males*	*Females*
All ages	55,928,500	27,215,350	28,713,150
0-4	3,309,550	1,702,350	1,607,200
5-9	4,199,400	2,145,650	2,053,750
10-14	4,554,050	2,314,400	2,239,650
15-19	4,663,950	2,364,500	2,299,450
20-24	4,068,650	2,042,500	2,026,150
25-29	3,795,800	1,888,400	1,907,400
30-34	3,959,300	1,979,250	1,980,050
35-39	3,509,500	1,741,300	1,768,200
40-44	3,769,300	1,878,000	1,891,300
45-49	3,552,650	1,740,900	1,811,750
50-54	3,538,800	1,716,750	1,822,050
55-59	3,392,250	1,612,300	1,779,950
60-64	2,330,550	1,068,500	1,262,050
65-69	2,575,650	1,156,500	1,419,150
70-74	2,151,900	924,600	1,227,300
75+	2,557,200	939,450	1,617,750

* *The slight difference with respect to total population is due to the fact that these data are provisional.*
Source: ISTAT, Censo Generale della Popolazione, 1981: Dati Provvisori.

TIPS ON TRENDS

Brazil's Economy Heats Up

After several years of economic austerity, during which incomes were but an average of 11 percent in relation to 1979, the new democratic government of President Sarney seems determined to get the Brazilian economy back on a pattern of steady growth.

The consequences of new policies are already evident. The GNP, which was earlier this year expected to grow by 5 percent, grew instead by 7 percent. The legal minimum wage, which is adjusted each six months in order to correct the 220 percent annual inflation rate, has twice been raised more than the inflation rate, even though its average value of about $55 continues to place the Brazilian minimum wage among the lowest in the world.

In July of 1985, the payrolls of Brazilian industry showed a 17 percent increase per employee compared to the previous year.

The immediate result of these favorable economic trends is an outburst of consumer spending. In the large cities, sales of color television sets during the first nine months of 1985 rose by almost 30 percent over 1984 sales. Mixers, stereos, and videocassette recorders are also in great demand. Commerce was expected to close the year with a 20 percent increase in sales over 1984. Marketing is once again becoming the dominant concern of business. According to a survey conducted by the Coopers & Lybrand consulting firm, the real salaries (after adjusting for inflation) of marketing executives in Brazilian companies increased 37 percent from February to August, whereas those of company presidents rose by 11 percent.

The most important "if" about pulling the Brazilian economy out of its slump is whether it can be done without catapulting the inflation rate to Argentinian levels. The present rate of slightly over 200 percent is high, but has been stable since 1983. Nevertheless, the 14 percent registered in the middle of last summer is a warning of what can happen if too much is done too quickly.

--Ralph Hakkert

Ralph Hakkert, a demographer, is International Demographics' *correspondent in Brazil.*

have infant mortality rates of less than 10 per 1,000.

Nearly 5 million Italians live outside Italy, especially in West Germany, Switzerland, and France. The United States also continues to be an important destination. Migrants don't always move in the same direction because many of those who work abroad return to Italy in the end. The most recent peak of migration fell in the 1950s and early 1960s. In the late 1970s, return migration actually exceeded out-migration, but in the early 1980s the number of those leaving once again increased. At the same time Italy is also a recipient of international migration, mainly from Yugoslavia and North Africa. As for U. S. citizens, the average annual immigration flow in the 1960s and early 1970s was estimated at 2,700.

Internal migration has also changed direction in recent years, reflecting a shift from an industrial society. During the 1950s and 1960s, the primary destinations of internal migrants were the industrial cities Piemonte, Lombardia, and Liguria, as well as the city of Roma. The principal out-migration areas were the southern agricultural regions of Basilicata, Molise, Calabria, Sicilia, Abruzzi, Puglia, and Sardegna. Another migration stream ran east-west from the regions of Veneto and Friuli Venezia Giulia towards the cities of Torino and Milano.

During the 1970s, this pattern changed. Regions that formerly lost residents--Marche, Umbria, Veneto, and Friuli--are now net recipients. Migrants from south to north have diminished.

Cities such as Torino and Milano are losing population. On the whole, cities with more than 250,000 people lost 5.3 percent of their population between 1971 and 1983, whereas the medium- sized towns, with 10,000 to 250,000 people, grew by 15 percent. This is a trend similar to that in the United States. Among the ten largest cities of the country, the only ones to grow in recent years are Palermo and Catania.

For now, Italy's population growth has almost ceased. Depending on the rhythm of further fertility decline, the population may start decreasing at some point during the 1990s. Projections prepared by Italy's Central Institute of Statistics (ISTAT) indicate a probable population size of 55.8 to 57.4 million shortly after the turn of the century.

HOUSEHOLDS AND FAMILIES

With its low birthrate and out-migration of young adults, Italy is aging. The median age is about 34 years, and 13 percent of the population is aged 65 and older.

According to current population projections, the median age should increase another 4 to 5 years before the turn of the century, and the percentage of elderly is expected to rise to 17 percent within the next 15 years.

The figures do, however, vary considerably from one region to the next. Most of the southern regions (except Abruzzi and Molise), with their higher birthrates, typically have a lower median age, about 28 to 31 years, and a percentage of elderly that varies from just under 10 percent in Campania to just over 12 percent in Basilicata.

As a retirement area, Liguria has an extremely old population with a median age of nearly 42 years and 18.2 percent of its population aged 65 and older. Piemonte, Friuli Venezia Guilia, Emilia Romagna, Toscana, Umbria, and Marche all have populations with median ages over 37.5 years and more than 15 percent elderly.

Despite the stereotypical image of the large Italian family, household size in Italy, as in other industrialized countries, is declining, from a mean of 3.6 in 1961 to 3.4 in 1971 and 3.0 in 1981. This is about the same average size as U. S. households were in the early 1970s. The cause is

AT A GLANCE: ITALY

Oldest

Liguria
Piemonte
Friuli Venezia Giulia
Emilia Romagna
Toscano
Umbria
Marche

Youngest

Basilicata
Calabria
Sicilia
Sardegna
Puglia
Campania

Most Working Women

Emilia Romagna
Piemonte

Percent of Italian Homes with Amenities

Running Water.....	93.2
Indoor Toilets.....	94.0
Electricity.....	99.5
Central Heating.....	90.7
Baths or Showers....	86.4
All Amenities.....	79.5
All Amenities/South	60.0

ITALY

The Fifteen Largest Cities

1. Roma (Rome)	2,840,259	8. Firenze (Florence)	448,331
2. Milano (Milan)	1,604,773	9. Catania	380,328
3. Napoli (Naples)	1,212,387	10. Bari	371,022
4. Torino (Turin)	1,117,154	11. Venezia (Venice)	346,146
5. Genova (Genoa)	762,895	12. Verona	265,932
6. Palermo	701,782	13. Messina	260,233
7. Bologna	459,080	14. Trieste	252,369
		15. Taranto	244,101

Source: ISTAT, Le Regioni in Cifre, 1985

Highest Unemployment

Calabria
Sicilia
Sardegna
Campania
Basilicata
Puglia
Molise

Lowest Unemployment

Valle d'Aosta
Lombardia
Trentino Alto Adige

Densest

Lombardia
Liguria
Campania
Lazio

Most Affluent

Lombardia
Emilia Romagna

Regions

NORTH

1. Piemonte (Piedmont)
2. Valle d'Aosta (Aosta Valley)
3. Lombardia (Lombardy)
4. Trentino Alto Adige
5. Veneto (Venice)
6. Friuli Venezia Giulia
7. Liguria
8. Emilia Romagna

MIDDLE

9. Toscana (Tuscany)
10. Umbria
11. Marche (Marshes)
12. Lazio (Latium)

SOUTH

13. Abruzzi
14. Molise
15. Campania
16. Puglia (Apulia)
17. Basilicata
18. Calabria

ISLANDS

19. Sicilia (Sicily)
20. Sardegna

The Regions of Italy: By Population, Households, Population Density, and Annual Growth Rate.

	population in 1981	*households in 1981*	*population density in 1981*	*average annual growth rate 1971-81*
1. Piemonte	4,479,410	1,661,546	456.6 /sqm.	0.10%
2. Valle d'Aosta	112,353	43,601	89.2	0.29
3. Lombardia	8,891,652	3,081,787	964.9	0.40
4. Trentino Alto Adige	873,413	282,038	166.0	0.37
5. Veneto	4,345,047	1,375,062	612.6	0.52
6. Friuli Venezia Giulia	1,233,984	449,874	407.2	0.17
7. Liguria	1,807,893	726,577	863.9	-0.25
8. Emilia Romagna	3,957,513	1,399,163	463.1	0.28
9. Toscana	3,581,051	1,234,928	403.2	0.31
10. Umbria	807,552	265,069	247.2	0.40
11. Marche	1,412,404	451,121	377.2	0.38
12. Lazio	5,001,684	1,630,215	752.7	0.65
13. Abruzzi	1,217,791	391,250	292.1	0.43
14. Molise	328,371	109,137	191.6	0.26
15. Campania	5,463,134	1,569,644	1,040.3	0.77
16. Puglia	3,871,617	1,148,744	518.1	0.78
17. Basilicata	610,186	188,597	158.1	0.12
18. Calabria	2,061,182	622,313	353.9	0.36
19. Sicilia	4,906,878	1,540,255	494.1	0.47
20. Sardegna	1,594,175	461,416	171.3	0.79
Total	56,556,911	18,632,337	486.0	0.44

Source: ISTAT, Le Regioni in Cifre, 1985.

not only declining birthrates, but also the increasing number of households. According to United Nations projections, the number of households should increase from 18.6 million in 1981 to 20 million in 1990 and 22.2 million by the year 2000, when the average household size should be only about 2.8 persons. The percentage of one-person households is up from about 11 percent in 1961 and 13 percent in 1971 to nearly 18 percent in 1981, while the percentage of those with five or more people fell from 17 percent in 1961 to 22 percent in 1971 to 15 percent in 1981.

Again there are regional variations--from 2.5 members per household in Liguria to 3.4 members per household in Puglia. Women, especially widows, are the heads of 70 percent of all one-person households. Of the households consisting of more than one person, only 9.4 percent are female headed, according to the 1981 census.

As in other European countries, Italian marriage rates have dropped in the past decade from 7.5 per 1,000 people in 1971 to 5.3 per 1,000 people in 1984. Only a small part of this trend is explained by age distribution. Mean ages at first marriage are on the rise: in 1981, they were 27 years for men and 24 years for women. Of men aged 15 and older, 30 percent are single and 3 percent widowed. Of women aged 15 and older, 23 percent are single and nearly 14 percent are widowed.

Informal unions in Italy are still relatively rare compared with other European countries, but illegitimate births are on the rise, from 2 percent in 1967 to nearly 5 percent in 1983.

A sweeping 86 percent of all Italian couples still choose a religious marriage ceremony. Marriage rates are highest in Campania and lowest in Friuli Venezia Giulia, Emilia Romagna, Liguria, and Toscana. Divorce was legalized in 1970. With opposition from the Catholic church, the decision was ratified in 1974. Nevertheless the number of divorces remains small: 14,600 in 1982, in addition to 33,000 separations. The former figure constitutes 4.7 percent of the number of marriages in the same year, compared with 47.3 percent in the United States. The number of divorced or separated as a percentage of the population aged 15 and older is 1.1 percent for men and 1.3 percent for women.

HOUSING AND CONSTRUCTION

There were 21.9 million houses and apartments and 99,300 improvised dwellings counted in the 1981 census. Of the former only 17.5 million were occupied.

Vacancy rates were highest in Valle d'Aosta (48 percent), Calabria, Sicilia, and Molise (29 percent); and lowest in Lombardia (12 percent), Veneto (16 percent), and in large cities such as Roma (10 percent), Milano (6 percent), and Torino (7 percent). The number of improvised living arrangements is insignificant except in Campania (46,700 units).

Fifty-nine percent of Italian families own their own homes. With only 213,000 homes built in 1983, the construction industry is not dynamic, although it accounts for 7 percent of the GDP and 9 percent of all employment. About 30 percent of all homes were built before World War II, a percentage that varies from 22.6 percent in Lazio and 24.6 percent in Sicilia, to 41 percent in Molise and 39 percent in Liguria.

ETHNICITY AND RELIGION

Culturally, Italy is a homogeneous country. Data on religion do not even exist because so few people--perhaps 300,000 Protestants and 50,000 Jews--are not Catholic. The most important ethnic and linguistic minority is the Austrians in the Bolzano province, many of whom favor reintegration with Austria. About two-thirds of the Bolzano population speak German, while less than 5 percent speak Ladin, a Roman language akin to Italian.

EDUCATION

Only about 3 percent of Italy's population aged 6 and over cannot read or write. There is variation among regions, but even Calabria, where illiteracy is most prevalent, has a rate of only about 9 percent.

Secondary education is divided into two stages: 24 percent of the population had completed (in 1981) up to junior high school, and 11.5 percent had received a high school diploma. Higher education continues

Labor Force of Italy, by Industry, by Sex: 1981

	Males	*Females*	*Total*
Agriculture, Forestry and Fishing	1,434,300	804,500	2,238,800
Coal, Gas and Oil Mining and Refining	57,500	9,350	66,850
Utilities	159,250	18,700	177,950
Chemical and Mineral Industries	748,000	165,750	913,750
Metal and Machinery Industries	1,825,900	411,450	2,237,350
Food, Clothing, and Other Industries	1,509,100	1,225,700	2,734,800
Building and Construction	1,743,500	77,150	1,820,650
Commerce, Restaurants, Hotels	2,151,400	1,291,150	3,442,550
Transport and Communication	1,084,850	164,500	1,249,350
Finance and Insurance	628,850	282,950	911,800
Public Administration and Defense	877,850	306,600	1,184,450
Social and Personal Services	1,213,150	1,794,850	3,008,000
Total	13,433,650	6,552,650	19,986,300

Source: ISTAT, Censimento Generale della Popolazione, 1981: Dati Provvisori.

to be a privilege attained by only about 3 percent of the population. This percentage is roughly the same in the north and south of the country. It is, however, somewhat higher in the central part because of the number of university-educated people in Roma.

In 1983-84, Italy had 4 million elementary school students enrolled in 28,786 schools; 2.5 million students in 10,057 junior high schools; and 2.5 million in 5,580 senior high schools.

There are 44 universities with 1 million students in 1983-84, 45 percent of whom were women. Universities are still expanding slightly, but declining birthrates are already taking their toll on elementary school enrollment which is declining. Italy attracts foreign students at the university level, especially from Greece, Syria, Somalia, and Venezuela. There is even a special university for foreigners in Perugia.

ECONOMY AND LABOR FORCE

In 1984, there were 23 million people in Italy's work force. Among the economically inactive, 33 percent were younger than age 14, 30 percent were housewives, 23 percent were retired, and 11 percent were students.

Nearly 55 percent of men were in the labor force, about the same as in the United States. But the participation rate of women was lower than in the United States at about 28 percent. In 1971, only 22 percent of women were in the labor force, but while the share has increased somewhat the economic recession of recent years has denied women expanded career opportunities. Working women are more common in the developed north (nearly 37 percent in Emilia Romagna and 34 percent in Piemonte) than in the more traditional south (18 percent in Sicilia and 21.5 percent in Calabria). On the whole, labor force participation for both sexes is highest in Piemonte, Valle d'Aosta, Emilia Romagna, and Lombardia, and lowest in Sicilia, Calabria, Sardegna, and Liguria.

Italian labor force statistics are hard to interpret because of differences in various sources.

Italian labor force statistics are hard to interpret because of differences in various sources. This is particularly true for unemployment, a social problem of increasing importance. According to the statistical yearbooks, 10.4 percent of the Italian labor force was unemployed or looking for work for the first time in 1984, up from 8.4 percent in 1981. The 1981 census, however, found the much higher rate of 14.8 percent. The discrepancies are stronger in the south.

Part of the reason is that Italy has a significant informal sector of employment--*economia sommersa* (submersed economy)--which may account for as much as 20 to 30 percent of GDP. Officially only 230,000 people are registered as unemployed and therefore eligible for unemployment benefits ranging from $40 to $250 a month. The majority of the unemployed find some employment in the informal sector.

Because of the submersed economy the 170 percent difference officially reported between the per capita GDP of the richest region, Valle d'Aosta, and the poorest, Calabria, may be overstated. In its most extreme form, the informal economy is linked to the crime syndicates for which the area is notorious: the mafia in Sicilia, the camorra in Napoli, and ndrangheta in Calabria. The control of these syndicates over the economy also affects the formal sector, especially the banks that are needed to launder the money earned from crime. For this reason, an insignificant provincial town such as Trapani, in Sicilia, has as many banks as the world banking capital, Zurich.

Agriculture still occupies nearly 12 percent (1984) of the working population although it has declined from about 20 percent in 1971. According to the 1982 agricultural census, the number of farms fell from 3.6 million to 3.3 million between 1970 and 1982, whereas the total cultivated area declined from 62 million to 58 million acres. The sharpest decreases occurred in Liguria and Calabria. At present, employment in agriculture varies from 4 percent in the highly industrialized Lombardia to 29 percent in the rural Basilicata region and 28 percent in Molise. Farm sizes vary from an average 9 acres in Campania to 48 acres in Valle d'Aosta.

The relative importance of the industrial sector is also declining, from 40 percent of the employment to only 34 percent. The share of

TIPS ON TRENDS

West German Teachers Out of Work

There are currently at least 100,000 unemployed teachers in West Germany, and it is expected that by 1990, every fifth teacher will be out of work. After construction workers, teachers make up the second largest group of unemployed in Germany.

Demographic factors indicate that the 120,000 education students now preparing for final comprehensive exams have little chance of finding employment because the number of school children will decline by 1.9 million between now and 1990.

Eating Habits Change

West Germans are forsaking the traditional full-course midday meal including soup and dessert for smaller, often cold, lunches, according to the West Berlin-based Association for Grain, Market and Nutrition Research. Fewer than half of the six million daily canteen patrons in West Germany still opt for a hot lunch, the research group says. On the average, 60 percent now prefer a little snack, and more company cafeterias are serving sandwiches, yogurt, salads, and fruits.

GDP has declined from 39 percent to 36 percent.

Textiles and clothing employ nearly a quarter of all manufacturing workers; wood and furniture, 9 percent; food, beverage, and tobacco, 8.5 percent; metal, 7.5 percent; non-metallic minerals, 7 percent; and machinery, 7 percent.

The tertiary sector now accounts for more than half of the official economy (52 percent of the working population and 57 percent of the GNP in 1983). In 1984, its share of employment varied from 71.5 percent in Lazio and 64 percent in Liguria to 45 percent in Marche and 46 percent in Basilicata.

Commerce is a particularly important activity in this country which has the world's second highest absolute income ($8.9 billion in 1980) from tourism, after the United States. According to the statistical yearbook, 20 percent of the working population was occupied by this sector in 1983. Italian hotel capacity is the third largest in the world after the United States and France. By far the most tourists come from West Germany, followed by Austria, United Kingdom, France, Switzerland, and the United States. The most popular tourist areas, according to hotel bookings, are Veneto, Trentino Alto Adige, Emilia Romagna, and Toscana.

In 1984, average annual family income varied from the equivalent of about $15,900 (24.2 million lire) in Emilia Romagna to $9,500 in Sicilia. Taxes typically account for about 20 percent of income for a manufacturing worker, with a wife at home and two children. While this seems low, most taxes in Italy are indirect. The social security system does not spend much on unemployment benefits. Its largest budget items are the 13.9 million retirement pensions, which cost nearly 58 billion lire in 1982.

CONSUMPTION

Mean annual household budgets in 1983 varied from the equivalent of $11,950 in Lombardia to $7,400 in Molise, with a national average of $10,026. The main expenditures are food, 30 percent; transport, nearly 14 percent; housing, nearly 13 percent; clothing, 9 percent; and furniture, 7 percent. The patterns vary among regions. Whereas the typical family in Campania and Sardegna spends 37 percent of its budget on food, this proportion goes down to 26 percent in Friuli Venezia Giulia or Emilia Romagna. Housing takes up nearly 14 percent of the average household budget in Liguria, but only about 10 percent in Calabria. The colder climate of Piemonte requires greater expenditures on heat and electricity (nearly 7 percent) than in Sicilia, where it is only about 3 percent of the household budget.

Known for their spaghetti and other pasta, the Italians eat nearly 80 pounds of different types of noodles a year, in addition to 163 pounds of bread. At twice the United States' level, the overall consumption of cereals in Italy is the highest of any western developed country, accounting for nearly 4 percent of the average household budget.

In compensation, the Italian vegetable consumption is the second highest in the world, after Portugal. Vegetables account for nearly 20 percent of all food expenditures. Eating habits also vary regionally. Whereas the average Sicilian eats as much as 115 pounds of noodles and 213 pounds of bread a year, the average Venetian keeps to 54 and 125 pounds, respectively. Fish is a more common item in Campania (32 pounds per capita per year), Sicilia (27 pounds), Puglia or Marche (26 pounds) than in the northern regions, especially those that are landlocked. The annual meat consumption, which amounts to 115 pounds per capita nationally, is more evenly spread and about a third lower than in the United States. Nevertheless, it takes up 10 percent of the average household budget.

As the world's leading wine producers, Italians believe in wine consumption: 21.8 gallons per capita per year, slightly more than the per capita milk consumption of 20.8 gallons. It is for this reason that Italians live with the world's highest incidence of liver ailments. Actually, annual wine consumption has declined from 30.9 gallons per capita in 1968. At present, it is the world's second highest after France.

TRANSPORT AND COMMUNICATIONS

Italy's 3,670 miles of toll highways, or *autostrade*, are internationally known for their fine engineering. In 1982, there were 19.6 million registered passenger cars, 1.58 million trucks, and 66,700 buses. On a per capita basis, private car ownership is higher than in large car-producing countries such as Great Britain or Japan, but lower than in West Germany, the U. S., or France. Italy is also well-known for its motorcycles and scooters. In 1982, there were 3.56 million light

motorcycles for use within cities. There were also 1.23 million scooters and heavier motorcycles.

Besides private transportation, Italians use their 10,000 miles of railway. The Italian railway system is the fifth largest in Europe, after the Soviet Union, France, Poland, and West Germany.

As in some other European countries, radio and television sets in Italy have to be registered and are subject to a fee in order to function legally. In 1983, there were 8.4 million registered black and white and 5.5 million color television sets, Only 382,000 radios are registered, but that is a gross understatement.

The Italian television network (RAI) is government operated and has three channels. Commercials occupy 7 percent of total broadcasting time. The RAI radio network also has three channels in addition to regional broadcasting stations.

There were 14.7 million telephones in 1982, or 25.9 per 100 residents. Regionally, the number varies from 39.1 in Liguria to 14.2 in Calabria.

Italians are movie goers with more than 9,000 cinemas in their country.

There are 111 daily newspapers with a total circulation of 5.54 million. Most are published in Roma, Genova, and Milano. In addition there are 617 weekly news journals, with a circulation of 18.2 million.

SOURCES

The government agency in charge of basic statistics is the Central Institute of Statistics (ISTAT), located at Via Cesare Balbo 16,00100 Roma, Italy; telephone 5423003; telex 610338 ISTAT. Each year it processes an average of 180 surveys, about 10 of which have demographic relevance. At the time of this writing, the final results of the 1981 census had not yet been completely published. Preliminary figures were available from *Primi Resultati Provinciali e Comunali sulla Popolazione e sulle Abitazioni*, and from *Dati sulle Caratteristiche Strutturali della Popolazione e delle Abitazioni*, based on a 2 percent sample. Two publications, *Le Regioni in Cifre* (1985) and the *1984 Compendio Statistico Italiano*, already contain many of the final counts. A census of industry, commerce, and services was held at the same time as the population census, and an agricultural census was held in 1982. Together, the 1981-82 census results occupy 385 volumes.

Most ISTAT publications are in Italian, but a bilingual summary of statistics was prepared for the 1985 IUSSP Conference in Florence, entitled *Introducing Italy*. The Institute of Population Research (IRP), Viale Beethoven 56,00144 Roma, Italy; telephone 5921474, prepared a similar report, entitled, *The Italian population: an overview--Demographic profiles of the Italian regions*. Other useful ISTAT publications are the *Annuario Statistico Italiano* which is somewhat more extensive than the *Compendio Statistiche Sociali* (1981) and the *Notiziario* (Vol. 5, No. 5, July 1985) which presents the results of a household and family survey carried out in 1983.

More detailed information on household budgets can be found in the supplement to No. 10 of the *Bollettino Mensile de Statistica of 1984*. • *--Ralph Hakkert*

is a demographer in Brazil. He attended the IUSSP conference in Florence in July 1985 as an invited presenter and collected much of the available information on Italy while in that country.

CONFERENCES

Marketing

Media research, advertising and research, retail strategies and worldwide consumers will be 1986 subjects of seminars presented by the European Society for Opinion and Marketing Research (ESOMAR).

April 9-12, in Helsinki, will be "New Developments in Media Research," including print media, television, and radio, and new media such as viewdata, teletext, and pre-recorded video tapes.

June 4-6, in Brussels, will be "Retail Strategies for Profit and Growth." General subjects will be strategic approaches to retailing, improving operating results through increased productivity, and new distribution channels.

June 30-July 2 in Tokyo, there will be a joint conference with the Japan Marketing Association and the Advertising Research Foundation of the United States. The subject will be "Marketing, Advertising and Research; Are There East and West?"

September 14-18 in Monte Carlo will be ESOMAR's annual congress on the theme of research as information for anticipating change and making decisions. Subjects include global consumers, new product development, advertising and communication, and qualitative research among others.

For information and registration materials for ESOMAR conferences and seminars, contact ESOMAR Central Secretariat, J. J. Viottastraat 29, 1071 JP Amsterdam, The Nethlands; telephone (020) 64.21.41; telex 18535 esmar nl.

Political Risk

African business opportunities and risks will be the subject of a seminar by Frost and Sullivan's political risk services in New York City on February 28.

Other Frost and Sullivan seminars for the spring include a Latin American Symposium, April 28 and 29 in Miami; Risk and Profit in Southeast Asia, April 10 in Dallas; the 10th annual international conference on political risk, May 13 and 14 in London; and Caribbean Basin Business Opportunities and Risk, June 12 and 13 in New York City.

For more information, contact Frost and Sullivan, Inc., Dept. PRS-RE41, 106 Fulton Street, New York, NY 10038. •

REGIONS

EUROPE

West Germany

Home ownership is still important to all segments of society in West Germany, according to data from the Central Association of House, Apartment, and Land Owners. The group's figures show that nearly 46 percent of all West German households owned some real estate in 1983, an increase of about one-third since 1969. Association president Theodor Paul said that 93 percent of all farmers own property. Of people in business for themselves, 72 percent own real estate. About 54 percent of civil servants and nearly 50 percent of worker households had a house, co-op apartment, or piece of land to call their own. Among the unemployed and the retired, the figures were nearly 28 percent and 36 percent, respectively.

Great Britain

Household size in Great Britain is declining, according to preliminary findings of the 1984 General Household Survey released in 1985.

Household size in 1984 reached a low of 2.59 persons from 2.91 persons in the early 1970s. The trend toward smaller average household size is attributed mainly to an increase in the proportion of one-person households and a reduction in the proportion of large households containing five or more persons.

In the 1984 survey, 25 percent of households had only one person, compared with 23 percent of households a year earlier. Six percent of households had five people, compared with 7 percent a year earlier.

A new question under the consumer-durables portion of the survey asks whether a household has a home computer. Nine percent of those surveyed reported having a home computer. In 1983, the first time the question was asked, 18 percent of households said they had a video. By 1984, that proportion had risen to 24 percent of households.

Fastest-Growing Areas in the San Juan Primary Metropolitan Statistical Area: 1980-1983

City	*1983 Population*	*% Change 1980-1983*
Loiza	24,600	17.8
Rio Grande	37,400	9.0
Florida	7,800	7.8
Humacao	49,200	6.7
Corozal	30,000	6.4
Toa Alta	33,700	5.5
Dorado	26,900	5.4
Juncos	26,700	5.2

Source: Bureau of the Census, Local Population Estimates Series P-26, No. 83-51-C.

SOUTH AMERICA

Puerto Rico

Although officially part of the United States, many U. S. companies include Puerto Rico among their international markets. Puerto Rican data are available from the U. S. Department of Commerce.

The most recent estimates of Puerto Rico's population are included in a new Census Bureau publication--Series P-26, No. 83-51-C--Estimates of the Population of Puerto Rico Municipios and Metropolitan Areas, July 1, 1981, 1982, and 1983.

The estimated population of Puerto Rico in mid-1983 was 3.2 million, up 2.2 percent since the 1980 census. Nearly 2.6 million people live in metropolitan areas, and 690,000 live in nonmetro areas.

Puerto Rico has four metropolitan statistical areas. The fastest growing in the early 1980s was Mayaguez on the western coast. It grew 4.8 percent between 1980 and 1983. Despite its high growth rate, Mayaguez has a total population of only 210,000. Aguidilla grew only about 0.5 percent during the period to reach 153,500 people. The Arecibo MSA grew 1.6 percent to 162,900 people, and the largest metropolitan statistical area, Ponce, grew by 1.7 percent to 236,400 people.

The only consolidated metropolitan statistical area (CSMA) is San Juan-Caguas with a population of 1.8 million residents. The areas within the San Juan PMSA (primary metropolitan statistical area)

between 1980 and 1983 are listed in the table.

ASIA

Seoul, South Korea

In an attempt to keep the population of Seoul to no more than 10 million people by the year 2000, the government of the Republic of Korea is implementing policies to encourage growth in areas other than Seoul. At present, Seoul has about 9.5 million residents, a quarter of the total population of South Korea.

The government provides tax incentives for industrial facilities that move out of Seoul. It is also establishing satellite cities around new cities in which to settle immigrants, and it is upgrading and expanding educational facilities at the high school and college levels in nonurban areas. Government offices and corporations are also being moved outside of Seoul, and incentives are offered to individuals to encourage them to stay in rural areas rather than moving to the cities.

Japan's working women

For the first time in 1984, the number of working women in Japan outnumbered housewives. The percentage of working women (aged 15 and over) and housewives as a percentage of all women was the same in 1984--31.6 percent. However, in actual numbers, there were 15,180,000 working women, about 20,000 more than housewives.

The large increases in working women come from among those who are aged 35 to 54. The reasons given for the increases among these women--most of whom are married--are reduced burdens of housework and child care; increased possibilities for part-time work; a shortening of the time taken to rear children; more highly educated women; and changes in social attitudes that make it more desirable to work.

At the same time that the percentage of working women among 20-to-24-year-olds fell from 29 percent in 1970 to nearly 17 percent in 1984, the share of those aged 35 and over who were working rose from 39 percent to nearly 57 percent.

Women are also working longer. In 1976, almost 63 percent had fewer than five years of service, and only 15 percent had more than ten years of service. By 1984, only 45 percent had fewer than five years of service and 23 percent had more than ten years.

Births, deaths, and marriages in Japan

There were 1,489,786 births in Japan in 1984. Except for 1966, this was the first time since 1905 that the number of births dropped below 1.5 million.

The crude birthrate per 1,000 population, which has been declining since 1974, was 12.5, the lowest since the government began collecting its data in 1889.

The crude death rate remains the same as in 1983 at 6.2 deaths per 1,000.

A total of 739,993 couples got married in 1984, a decrease of 22,559 compared with the prior year. The marriage rate per 1,000 population fell to 6.2, the lowest since 1899.

Vietnam

Estimates from the U. S. Census Bureau are that Vietnam's population is now about 60 million, up from 53 million in 1979.

A new report from the Census Bureau reveals a number of trends:

--Vietnam has a young population and a shortage of men created by war losses.

--The birthrate is high and the death rate fairly low.

--Campaigns to resettle minority groups and move people from densely populated areas to new economic zones have had mixed results.

Copies of the report which includes information on women in the labor force, urban populations, marriage, family planning, and other trend data are available for $2.00. Order *The Population of Vietnam*, Series P-95, No.77 (GPO Stock No. 003-024-06360-3) from Superintendent of Documents, U. S. Government Printing Office, Washington, DC 20402.

NORTH AMERICA

Canada

After adjustments for inflation, average incomes of families and singles were virtually unchanged in Canada between 1983 and 1984, according to data from Statistics Canada. Average family income of $35,853 (Canadian dollars) is about the same as in 1983 after adjustments for inflation.

Families with heads under age 25 had the lowest average at $22,419 while those with heads aged 45 to 54 had the highest at $43,755.

The average income of female-headed families was $20,788--about half that of the average received by male-headed families.

For more details, order *Income Distributions by Size in Canada Preliminary Estimates*, 1984, (13-206, $10), from Statistics Canada, Publications Sales and Services, Room 1710, Main Building, Statistics Canada, Ottawa K1A OT6, Canada, or contact the Data Dissemination Unit, Household Surveys Division, of Statistics Canada, telephone (613) 990-9775.•

COMING UP

Melbourne: A sprawling, low-density city with substantial promise
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PUBLICATIONS

Family Budgets, Comparative Tables. 1984, Brussels: Statistical Office of the European Communities, 196 pp., $3.50. Order from European Community Information Service, 2100 M Street, NW, Suite 707, Washington, DC 20037.

This comparison of expenditures for different kinds of households includes the four largest European countries--West Germany, France, Italy, and the United Kingdom.

Data from 1979 outline general information on households and accommodations, by country. In all tables, the data have been made as comparable as possible. For example, one can easily scan the statistics and learn that in West Germany nearly 28 percent of households contain only one person, whereas only about 22 percent of households in the U.K. fall into that category. Construction and ownership of housing is covered, as is the percent of households that own consumer durables, such as televisions, refrigerators, dishwashers and the like. Socioeconomic data according to the type of household are also compared.

The second part of the volume provides expenditure data by type of household, socioeconomic category of the head of household, income category, region, and urban and rural. The expenditure data ranges from food, beverages, tobacco, to household furnishings, insurance premiums, travel goods, and apparel, and includes more than 350 individual categories.

The data in this volume were collected in 1979, but the fact that they are presented comparatively provides an opportunity to examine potential markets side-by-side.

British Social Attitudes, the 1985 report, edited by Roger Jewell and Sharon Witherspoon, 1985, Hants, England: Gower Publishing Company, Ltd., 256 pp., $41.95. Order from Gower Publishing Company, Old Post Road, Brookfield, VT 05036.

The British get about 60 percent of their news about their country from television, 20 percent from newspapers, and 15 percent from the radio. Fifty-seven percent of them find television the most believable source of news. These are just two interesting bits of information gleaned from the pages of the second in a series of *British Social Attitudes* reports.

The information is obtained from about 1,700 interviews carried out by Social and Community Planning Research among a nationwide survey. The series seeks to chart changes in British social values during the 1980's in relation to other changes in society.

Other subjects are consumer prices and incomes, sex roles, attitudes toward defense and international affairs, and morality in public life.

On the reasons for working, for example, 58 percent of women said they work for basic essentials; 81 percent of men also gave that reason. Only 45 percent of men said they enjoy working, but 59 percent of women gave that response. Women who work part-time were less likely to say they work for basic needs than were women who work full-time.

The Social Progress of Nations by Richard J. Estes, 1984, New York: Praeger, 208 pp., inc. tables,$24.95.

This study reports and evaluates data that show social progress--as the author explains, "that is, the extent of national and global changes in adequacy of social provision as measured by the Index of Social Progress." A distinction is made between "quality of life," and the adequacy of social provision. This is a more objective view than "quality of life."

For example, Estes found significant progress in achieving social development, as evidenced by "increases in the proportion of age-eligible children enrolled in primary school, decreases in adult illiteracy, reductions in overall infant mortality, decreases in the number of people served per physician, and increases in suffrage for women," along with several economic and political factors.

The major findings are neatly summarized into one chapter and provide a convenient brief on what social changes have been wrought in the world in the last decade, in case they have somehow passed notice until now. •

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